

Our Hearts. Our Choice.

National Wear Red Day

Friday, February 5, 2010



American Heart
Association
Learn and Live

nationally sponsored by



ONE DAY A YEAR,

WHAT YOU WEAR SPEAKS VOLUMES. WEAR RED AND SPEAK UP!

Most of the time, selecting clothing isn't that critical. But on **Wear Red Day**, it's vitally important. That's because wearing red on **National Wear Red Day** or any day makes a statement about the No. 1 killer of American women: cardiovascular disease, the cause of one in every three female deaths.

SPEAK UP FOR YOURSELF. SPEAK UP FOR OTHERS.

WHAT DOES IT MEAN TO SPEAK UP? WHY IS IT IMPORTANT?

Too many women die each year because they are unaware of this vital statistic: One in three women suffers in silence, and almost one woman dies every minute of this largely preventable disease.

By wearing red, we can bring a voice to this silent killer. We can listen to what our hearts are telling us, talk to our doctors and spread the word to our family, friends and community about making the right choices and taking action.

We must shatter the silence by choosing to speak up about heart disease and help save lives.



Our Hearts. Our Choice

Transform your health with small, simple choices. Go Red BetterU is a free 12-week online program with tools, tips and information that can add up to a complete heart makeover. Some of the 365 great tips you'll learn are:

- Think lifestyle, not diet. It's the small choices that make a huge difference.
- Use the nutrition facts panel and ingredients list when choosing foods to buy.
- Plan your meals, your grocery list, your snacks and your physical activity.
- Write your physical activity time on your calendar. Make an appointment with yourself — and don't break it!
- Check food labels for number of servings per container.
- Helping someone with healthy habits motivates you to stick to your plans. You'll feel good too.
- Write down your eating and physical activity habits to help you track your challenges and successes.
- Don't let your mood control your food. Ask yourself why you want to eat before you pick up a snack

Sign up today at
GoRedForWomen.org/BetterU

How can you speak up for yourself?

- Tell your family you will change your eating and exercise habits and need their support.
- Ask your favorite restaurant for heart healthy options for any meal you eat.
- Ask your doctor for a lipo-protein blood screen. This will give you all the right information you need to take the Go Red Heart CheckUp and know your real risks. Visit **GoRedForWomen.org/HCU**.
- Talk with your doctor or nurse to design a personal action plan that works for you and your lifestyle.

How can you speak up for others?

- Tell everyone you know that the #1 killer of women is heart disease. It kills more women than all cancers combined.
- Share your voice to empower others by example. Speak Up @ **GoRedForWomen.org**.
- Let your dollars do the talking. Make a donation to fund vital research and educational programs at **GoRedForWomen.org/donate**.
- Support the Heart for Women Act that helps women who do not have insurance.

To learn more about heart disease in women and the choices you can make to live heart healthy, visit **GoRedForWomen.org** and sign up for the movement. You'll receive a monthly newsletter to keep you motivated and a red dress pin, the symbol of the heart disease in women movement, to wear proudly as a supporter.

Real Women. Real Stories.

Heart disease, the No. 1 killer of women, does not discriminate; it affects women from all age groups, ethnicities, family histories and walks of life. In February 2009, **Go Red For Women®** hosted open casting calls to select a group of women who could represent the many faces of heart disease and the choices they've made to live heart healthy. Nine individuals were chosen to share their untold stories and help bring awareness to this largely preventable disease.

By speaking up, they hope their stories help other women recognize the importance of living a heart healthy life. Read more about these women and others at GoRedForWomen.org/Stories.



ANDREA
Washington D.C., 40

At 35 and 13 weeks pregnant, the last thing on Andrea's mind was a heart attack. "I thought I was having heart burn associated with my pregnancy," she recalls.

After becoming intensely hot, she drove to the urgent care center where doctors informed her she was having a heart attack. Andrea was airlifted to another hospital and spent 10 days in the ICU. Sadly, she lost her baby.

After her event, Andrea suffered anxiety, but it prompted her to change her thoughts. "I began practicing being in a good mental place every day," she says. She started making dramatic changes like exercising and choosing healthier foods.

Now, Andrea can make sense of it all and is grateful to have turned her heart attack into something good. "I Go Red for all the women out there who live with heart disease, including myself."

JENNIFER
Sun Prairie, WI, 33

Jennifer grew up in a heart-conscious family, but in her 20s and 30s, her health began declining. "I turned to smoking, drinking, eating and shopping to cope. I gained lots of weight. I let other people's criticisms get to me," she tells.

But a former host mother in Australia helped Jennifer take inventory. "She just tore it down and told it like it was," Jennifer remembers. From that point on, Jennifer took charge of her health. She changed her career, left unhealthy relationships, devoted herself to meditation, and volunteered.

Today, she's healthy inside and out. She's gone from having a cooler of sodas in her car to not drinking any. She focuses on how she feels and how her choices support her healthy desires.

Being a source of inspiration to other women is what keeps Jennifer going. "I Go Red for myself. I'm taking control of my time and my life now."



ROLANDA
Smyrna, TN, 42

What at first seemed like indigestion turned out to be a heart attack for Rolanda. "I was planning my sister's 40th birthday party, and I started feeling tightness in my chest." A friend drove her to the ER where she was given nitroglycerin and underwent an angiogram immediately.

After her heart attack, Rolanda developed feelings of depression and anxiety, but when she was told she'd have to take several medications for the rest of her life, the fire in her came out. "That's when I said, 'No way!'"

and vowed to change my circumstances."

Prior to her heart event, Rolanda didn't bother checking nutritional labels or setting goals. Today, she's already run a half-marathon and is vigilant in her nutrition. "I Go Red for myself and for all of the important ladies in my life. I don't want this to strike them as it did me."

Shop 'Til Fewer Women Drop

Fight heart disease in women and have fun at the same time.

Visit ShopGoRed.com, an online store where you shop for **Go Red** accessories, clothing and educational items. Best of all, net proceeds from each purchase support **Go Red For Women**.

American Heart Association

1.888.MY HEART

GoRedForWomen.org

